*Adjust this copy as needed, and add it to blog posts, newsletters, social media posts (Facebook and Twitter), and in any other media you may use to communicate with your customers:*

**SAMPLE BLOG POSTS**

The 2025 SHOT Show® is YOUR SHOT to gather with members of the shooting sports, hunting, outdoor, law enforcement and armed forces industries to do business.

Returning for 2025, the SHOT Show eXtra special exhibit area is where you will discover the next generation of manufacturers. This additional exhibit area is a bonus for attendees, providing an opportunity to meet new brands, find new products and identify new solutions. This is an easy-to-browse area that allows you to quickly explore the 200+ booths on display and see the latest and greatest ideas in our industry. We’re excited to be part of it.

SHOT Show eXtra is only open Wednesday, January 22 from 9:00 AM-4:30 PM and Thursday, January 23 from 8:30 AM-4:30 PM on the 5th floor of The Venetian Expo. Mark it on your map and add it to your schedule. We’ll be ready to answer any questions and discuss how we can help you find solutions.

This is our time to connect with like-minded professionals, share solutions to common problems, find ways to navigate changing legislation and give our businesses the best shot at success in 2025. There isn’t a better place to do business as a member of the industry than SHOT Show. Join us at The Venetian Expo at booth # [INSERT BOOTH NUMBER] and view our [INSERT YOUR FEATURED PRODUCT/MATERIAL/SERVICE]. Register today at [SHOTShow.org](https://shotshow.org/). We look forward to seeing you there!

**SAMPLE TWEETS & FACEBOOK POSTS**

*(NOTE: For tweets, use hashtag #SHOTShow)*

* Head to the 5th floor at #SHOTShow for the eXtra exhibit area. It’s only open Wednesday & Thursday!
* Extra! Extra! SHOT Show has a special exhibit area on the 5th floor. Come check it out!
* Come see us at SHOT Show eXtra! Booth XXXX upstairs on the 5th floor.
* SHOT Show eXtra – where the next generation of brands are on display. Find us at booth XXXX
* Don’t miss SHOT Show eXtra! January 22-23 ONLY! This is YOUR SHOT!
* SHOT Show eXtra is open for two days. This is YOUR ONLY SHOT to see us while in Vegas! Booth XXXX
* This is OUR SHOT! See you at #SHOTShow this January 21-24!
* This is YOUR SHOT to see our [PRODUCT] in-person. Come see us at #SHOTShow. Booth XXXX
* We’re headed to #SHOTShow. See you in #Vegas this January 21-24! SHOTShow.org.
* We’re exhibiting at the 2025 #SHOTShow. Let’s meet up! Booth XXXXX.
* Join us in #Vegas for #SHOTShow this January 21-24. Make this your best #SHOTShow – Booth XXXXX
* Get hands-on experience with our [PRODUCT] and more at the 2025 #SHOTShow. Check us out: booth XXXXX
* This is YOUR SHOT to connect with our experts in-person! Visit our booth at #SHOTShow: XXXX
* Don’t forget to register for the 2025 #SHOTShow. We’ll see you there! SHOTShow.org
* About to start our last demo for [INSERT PRODUCT/SERVICE NAME] at #SHOTShow. Come see us at booth XXXXX

**EMAIL SIGNATURE LINE** *(add this message to your outgoing email signature line):*

Come see us at the 2025 SHOT Show on January 21-24 in Las Vegas, Nevada. Register today at SHOTShow.org. We'll be in booth #XXXX.